

# COMPARISONS OF AVERAGE AUDIENCE ESTIMATES - SELECTED PROGRAM TYPES

FIRST REPORT FOR JUNE 1983

## EVENING 7:00-11:00 PM

General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Participation Variety	Feature Films	All 25- 30 Min.	All 55- 60 Min.	7:00- 9:00 PM	9:00- 11:00 PM(2)	Regular	Special(3)	Total(4)
12.0 8	14.4 10	13.5 34	14.2 6	1FR	13.2 8	13.5 31	13.4 34	12.3 31	14.0 42	13.4 73	13.6 19	13.4 60

HOUSEHOLDS % AVG. AUD.  
NO. OF PROGRAMS†

EVENING 6:00-7:00PM		MONDAY-FRIDAY 11:30-1:00AM		WEEKDAY DAYTIME 10:00AM-4:30PM					WEEKEND DAYTIME			
Informational(1)		11:30PM- 1:00AM(4)	Daytime Drama	Quiz & Aud. Partic.(1)	Situation Comedy	10:00AM- 1:00PM	1:00- 4:30PM	10:00AM- 4:30PM	Chil- dren's(1)	Sports		
Once-a-Week	Multi-weekly									Regular	Special(3)	Total(3)
6.3 5	9.8 3	4.8 7	6.9 12	4.5 11	IFR	4.8 13	6.7 12	5.9 25	4.6 31	5.0 8	4.5 11	4.8 19

HOUSEHOLDS % AVG. AUD.  
NO. OF PROGRAMS†

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.  
(2) INCLUDES 8:30-9:30PM AND 8:30-10:00PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.  
(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.

1FR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

## NATIONAL TV NIELSEN RATINGS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JUNE 3, 1983

### NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	HAPPY BIRTHDAY, BOB(S)	23.9	19,910	10	HART TO HART	17.2	14,330
2	60 MINUTES	18.7	15,580	10	M*A*S*H	17.2	14,330
3	JEFFERSONS#	18.3	15,240	12	TRAPPER JOHN, M.D.#	17.0	14,160
4	THREE'S COMPANY	17.9	14,910	13	ALICE	16.7	13,910
5	A TEAM	17.8	14,870	14	9 TO 5	16.6	13,830
6	HILL STREET BLUES	17.7	14,740	15	ABC SUNDAY NIGHT MOVIE#	16.5	13,740
7	NBC MOVIE OF THE WEEK-TUE(S)	17.6	14,660	15	NBC MOVIE OF THE WEEK(S)	16.5	13,740
8	MAGNUM, P.I.	17.4	14,490	17	REMINGTON STEELE#	16.4	13,660
9	ONE DAY AT A TIME	17.3	14,410	18	FANTASY ISLAND	15.8	13,160

(1) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	NET TYPE		WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
*EVENING													
A TEAM	TUE.	8.00P	60	NBC A	15	201	191	98	97	A	17.8	31	1483
										B	19.7	31	1641
ABC FRIDAY NIGHT MOVIE	FRI.	9.00P	120	ABC FF	7	183	183	91	98	A	11.2	20	933
ABC MONDAY NIGHT MOVIE	1 MON.	8.00P	180	ABC FF	16	203	201	99	99	B	12.2	21	1016
	2 MON.	9.00P	120							A	13.5	22	1125
										B	17.4	26	1449
ABC MOVIE SPECIAL(S)	1 WED.	9.00P	120	ABC FF	203			99		A	14.0	24	1166
ABC NEWS CLOSEUP(S)	2 SUN.	7.00P	60	ABC DN		194			97	A	5.8	13	483
ABC NEWSBRIEF-M-F	1 MON.	9.50P		ABC N	165	186	186	94	96	A	13.1	21	1091
	1 TU&TH	9.58P								B	16.1	25	1341
	1 WED.	9.56P											
	1 FRI.	10.00P											
	2 MON.	9.49P											
	2 TU-TH	9.58P											
	2 FRI.	9.49P											
ABC NEWSBRIEF-SAT.	SAT.	9.58P		ABC N	33	185	196	94	97	A	16.3	31	1358
										B	19.2	32	1599
BIG BIRD IN CHINA(S)													
	1 SUN.	7.00P	90	NBC CN	203					A	6.4	13	533
BRING 'EM BACK ALIVE	2 TUE.	8.00P	60	CBS A	1		152		88	A	7.9	14	658
BUFFALO BILL	2 WED.	9.30P	30	NBC CS	1		178		95	B	7.9	14	658
										A	13.7	22	1141
										B	13.7	22	1141
CAGNEY & LACEY	MON.	10.00P	60	CBS OP	25	196	194	99	99	A	14.7	24	1225
CBS EVENING NEWS-RATHER	M-F	6.30P	30	CBS N	170	200	199	98	98	B	15.0	24	1250
										A	11.1	24	925
										B	13.9	25	1158
CBS EVENING NEWS-DEAN	SUN.	6.30P	30	CBS N	23	180	180	89	91	A	6.7	17	558
CBS SAT. NEWS-SCHIEFFER	SAT.	6.30P	30	CBS N	25	157	158	88	88	B	9.6	19	800
										A	8.8	23	733
										B	10.1	20	841
CBS SAT. NIGHT MOVIE	1 SAT.	9.00P	120	CBS FF	32	183	195	94	98	A	11.4	22	950
	2 SAT.	9.30P	90							B	15.0	26	1250
CBS TUESDAY NIGHT MOVIES	1 TUE.	9.00P	120	CBS FF	26	198		99		A	15.5	25	1291
										B	16.6	26	1383
CBS WEDNESDAY NIGHT MOVIE					21	195	192	99	96	A	13.8	24	1150

[illegible]







PROGRAM NAME					T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	NET TYPE	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET TYPE	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
LATE FRINGE CONT'D															2 TUE.	1.41A	44												
CELEBRATE AMERICA		11.30PM(S)			169		93				A	4.9	14	408	2 WED.	12.42A	50												
1 SAT.	11.30P	30 NBC P													2 THU.	12.42A	46												
CELEBRATE AMERICA		12.00MD(S)			173		94				A	3.3	11	275	2 FRI.	12.42A	43												
1 SAT.	12.00M	30 NBC P													MEMORIAL GOLF HILITES(S)														
CELEBRATE AMERICA		12.30AM(S)			177		95				A	2.4	10	200	1 SUN.	11.30P	14 CBS SC												
1 SAT.	12.30A	30 NBC P													NBA CHAMPSHIP GAME 4 POST(S)														
CELEBRATE AMERICA		1.00AM(S)			167		93				A	1.8	9	150	2 TUE.	11.44P	16 CBS SC												
1 SAT.	1.00A	30 NBC P													NBC LATE NIGHT MOVIE														
CELEBRATE AMERICA		1.30AM(S)			168		94				A	1.4	8	117	1 SUN.	11.30P	121 NBC FF												
1 SAT.	1.30A	30 NBC P													2 SUN.	11.30P	37												
CELEBRATE AMERICA		2.00AM(S)			167		94				A	1.0	8	83	NBC NEWS OVERNIGHT-M-F														
1 SAT.	2.00A	30 NBC P													1 MON.	1.30A	31 NBC N												
CELEBRATE AMERICA		2.30AM(S)			167		94				A	.9	9	75	1 TU & W	1.30A	45												
1 SAT.	2.30A	30 NBC P													1 THU.	1.30A	46												
CELEBRATE AMERICA		3.00AM(S)			160		93				A	.9	12	75	1 FRI.	2.00A	45												
1 SAT.	3.00A	30 NBC P													2 M & TH	1.30A	32												
CELEBRATE AMERICA		3.30AM(S)			161		94				A	.7	11	58	2 TUE.	1.30A	43												
1 SAT.	3.30A	30 NBC P													2 WED.	1.30A	45												
CELEBRATE AMERICA		4.00AM(S)			158		93				A	.6	11	50	2 FRI.	2.00A	44												
															ONE ON ONE														

1 SAT.	4.00A	30 NBC P													M-F	12.30A	30 ABC N												
CELEBRATE AMERICA		4.30AM(S)			158		93				A	.5	10	42	SATURDAY NIGHT														
1 SAT.	4.30A	30 NBC P													2 SAT.	11.30P	78 NBC GV												
CELEBRATE AMERICA		5.00AM(S)			157		93				A	.5	11	42	SCTV NETWORK														
1 SAT.	5.00A	30 NBC P													FRI.	12.30A	90 NBC GV												
CELEBRATE AMERICA		5.30AM(S)			157		93				A	.6	15	50	TONIGHT SHOW														
1 SAT.	5.30A	30 NBC P													M-F	11.30P	60 NBC GV												
DAVID LETTERMAN I		12.30A			135	191	188	98	98		A	3.4	17	283	WEEKDAY DAYTIME														
M-TH	12.30A	30 NBC GV									B	3.1	16	258	ABC DAYTIME NEWSBRIEF-M-F														
DAVID LETTERMAN II		1.00A			135	191	190	98	98		A	2.7	18	225	M-F	1.57P	2 ABC N												
M-TH	1.00A	30 NBC GV									B	2.4	17	200															
LATE MOVIE I					166	156	164	83	86		A	5.8	20	487	ABC WORLD NEWS-MORN-645A														
1 M & W	11.30P	71 CBS FF									B	6.0	21	500	M-F	6.45A	15 ABC N												
1 TUE.	11.30P	72													ALL MY CHILDREN														
1 THU.	12.10A	71													M-F	1.00P	60 ABC DD												
1 FRI.	11.30P	79													ANOTHER WORLD														
2 MON.	11.30P	59													M-F	2.00P	60 NBC DD												
2 TUE.	12.30A	71													AS THE WORLD TURNS														
2 W-F	11.30P	72													M-F	1.30P	60 CBS DD												
LATE MOVIE II					166	157	161	84	85		A	4.1	24	342	CAPITOL														
1 MON.	12.41A	49 CBS FF									B	4.1	24	342	M-F	2.30P	30 CBS DD												
1 TUE.	12.42A	47													CBS EARLY MORNING NEWS														
1 WED.	12.41A	44													M-F	6.30A	30 CBS N												
1 THU.	1.21A	49																											
1 FRI.	12.49A	41													CBS MORNING NEWS 1														
2 MON.	12.29A	58													M-F	7.30A	30 CBS N												

## PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST JUNE 1983 REPORT

PROGRAM NAME																T/C THIS SEASON				NO. OF STATIONS				PROGRAM COVERAGE				HOUSEHOLD AUDIENCES																			
WK # DAY START TIME DUR NET TYPE																WK 1 WK 2 WK 1 WK 2				K E Y AVG. AUD. % SHARE % (0,000)				PROGRAM NAME WK # DAY START TIME DUR NET TYPE																WK 1 WK 2 WK 1 WK 2				K E Y AVG. AUD. % SHARE % (0,000)			
WEEKDAY DAYTIME CONT'D																								SALE OF THE CENTURY																							
CBS MORNING NEWS 2 165																187 187 99 99				A 3.3 16 275				M-F 10.30A 30 NBC QG 105																148 147 83 83				A 4.2 19 350			
M-F 8.30A 30 CBS N																				B 3.4 16 283																								B 4.2 19 350			
CHILD'S PLAY 173																165 164 86 86				A 4.1 19 342				SEARCH FOR TOMORROW 170																164 164 82 82				A 2.9 11 242			
M-F 10.30A 30 CBS QP																				B 4.2 19 350				M-F 12.30P 30 NBC DD																164 164 82 82				B 2.7 10 225			
CHILDRENS MYSTERY THEATER(S) 112 73																A 4.3 11 358				TATTLETALES 170																118 117 67 67				A 3.0 10 250							
2 TUE. 4.30P 60 CBS CL																				M-F 4.00P 30 CBS QG																118 117 67 67				B 2.9 9 242							
DAYS OF OUR LIVES 169																209 209 99 99				A 6.1 21 508				TODAY SHOW-7.30AM 170																209 209 99 99				A 3.8 20 317			
M-F 1.00P 60 NBC DD																				B 5.7 19 475				M-F 7.30A 30 NBC N																209 209 99 99				B 4.1 21 342			
DREAM HOUSE 40																181 181 93 93				A 4.2 18 350				TODAY SHOW-8.30AM 170																209 209 99 99				A 4.0 19 333			
M-F 11.30A 30 NBC QG																				B 3.8 17 317				M-F 8.30A 30 NBC N																209 209 99 99				B 4.3 20 358			
EARLY TODAY M-F 170																159 159 89 89				A 1.2 12 100				\$25,000 PYRAMID 173																161 160 86 87				A 4.6 21 383			
M-F 6.30A 25 NBC N																				B 1.3 13 108				M-F 10.00A 30 CBS QP																161 160 86 87				B 4.3 20 358			
EDGE OF NIGHT 167																146 147 79 79				A 3.5 12 292				WHEEL OF FORTUNE 104																204 203 98 98				A 6.5 30 541			
M-F 4.00P 30 ABC DD																				B 3.7 12 308				M-F 11.00A 30 NBC QG																204 203 98 98				B 5.8 26 483			
FACTS OF LIFE M-F 115																130 130 80 80				A 3.7 17 308				YOUNG AND THE RESTLESS 173																204 204 99 99				A 8.3 32 691			
M-F 10.00A 30 NBC CS																				B 3.8 17 317				M-F 12.30P 60 CBS DD																204 204 99 99				B 8.0 31 666			
FAMILY FEUD 169																176 177 91 90				A 5.1 20 425				WEEKEND DAYTIME																							
M-F 12.00N 30 ABC QP																				B 5.4 21 450				ABC WEEKEND SPECIALS 30																168 175 88 89				A 4.1 17 342			
FANTASY 179																159 157 83 83				A 2.9 10 242				SAT. 12.00N 30 ABC FV																168 175 88 89				B 5.4 18 450			

M-F	3.00P	60	NBC QG							B	3.5	12	292	ABC WIDE WORLD-SPORTS SAT	25	198	202	99	99	A	6.6	19	550
GENERAL HOSPITAL			168	204	204	99	99	A	10.1	34	841			SAT.	5.00P	90	ABC SA			B	8.7	20	725
M-F	3.00P	60	ABC DD					B	9.8	33	816			AMERICAN BANDSTAND '83	30	159	156	83	83	A	3.6	15	300
														SAT.	12.30P	60	ABC PC			B	4.7	15	392
GOOD MORNING, AMERICA-730			170	207	207	99	99	A	5.3	28	441			AMERICAN SPORTSMAN	4	175	185	92	94	A	3.9	11	325
M-F	7.30A	30	ABC N					B	5.4	27	450			1 SUN.	4.45P	75	ABC SA			B	4.6	12	383
GOOD MORNING, AMERICA-830			170	204	204	98	99	A	5.9	28	491			2 SUN.	5.02P	58							
M-F	8.30A	30	ABC N					B	5.7	27	475			ASK NBC NEWS-8:28AM	35	190	190	96	96	A	4.3	30	358
														SAT.	8.28A	2	NBC CN			B	4.3	28	358
GUIDING LIGHT			172	203	202	99	99	A	7.1	24	591			ASK NBC NEWS-8:58AM	36	198	199	98	98	A	5.4	29	450
M-F	3.00P	60	CBS DD					B	7.4	25	616			SAT.	8.58A	2	NBC CN			B	5.5	28	458
LOVE BOAT DAYTIME			170	188	188	95	95	A	4.9	22	408			ASK NBC NEWS-10:28AM	36	207	212	99	99	A	5.7	23	475
M-F	11.00A	60	ABC CS					B	4.9	21	408			SAT.	10.28A	2	NBC CN			B	7.8	29	650
														ASK NBC NEWS-10:58AM	36	195	202	94	94	A	6.1	25	508
NEW BATTLESTARS			40	149	148	73	73	A	2.8	11	233			SAT.	10.58A	2	NBC CN			B	6.7	24	558
M-F	12.00N	30	NBC QG					B	2.4	10	200			ASK NBC NEWS-11:58AM	34	169	193	79	88	A	4.7	19	392
NEWSBREAK-11.57			172	178	178	90	90	A	6.5	28	541			SAT.	11.58A	2	NBC CN			B	6.1	21	508
M-F	11.57A	2	CBS N					B	7.0	29	583												
NEWSBREAK-3.57			172	189	189	96	96	A	5.8	18	483			BLACKSTAR	17	154	159	83	84	A	4.0	16	333
M-F	3.57P	2	CBS N					B	6.2	19	516			SAT.	1.00P	30	CBS CA			B	4.4	15	367
ONE LIFE TO LIVE			169	202	202	99	99	A	7.7	28	641			BUGS BUNNY/ROAD RUNNER 1	16	200	200	99	99	A	4.0	17	333
M-F	2.00P	60	ABC DD					B	8.0	29	666			SAT.	9.30A	30	CBS CA			B	4.1	16	342
PRICE IS RIGHT 1			172	205	205	99	99	A	5.9	27	491			BUGS BUNNY/ROAD RUNNER 2	16	202	200	99	99	A	5.8	24	483
M-F	11.00A	30	CBS AP					B	6.8	31	566			SAT.	10.00A	30	CBS CA			B	5.8	22	483
PRICE IS RIGHT 2			173	205	205	99	99	A	7.8	34	650			BUGS BUNNY/ROAD RUNNER 3	15	193	192	97	97	A	5.4	22	450
M-F	11.30A	30	CBS AP					B	8.5	36	708			SAT.	11.00A	30	CBS CA			B	6.1	22	508
RYAN'S HOPE			169	179	180	95	95	A	4.9	19	408												
M-F	12.30P	30	ABC DD					B	5.5	21	458												

## PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

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PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
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WK #	DAY	START TIME	DUR	NET TYPE	WK 1	WK 2	WK 1	WK 2	WK 1					WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1					WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1

1 SUN. 8.00A 30 NBC P

CELEBRATE AMERICA 8.30AM(S)

1 SUN. 8.30A 30 NBC P

CELEBRATE AMERICA 9.00AM(S)

1 SUN. 9.00A 30 NBC P

CELEBRATE AMERICA 9.30AM(S)

1 SUN. 9.30A 30 NBC P

CELEBRATE AMERICA 10.00AM(S)

1 SUN. 10.00A 30 NBC P

CELEBRATE AMERICA 10.30AM(S)

1 SUN. 10.30A 30 NBC P

CELEBRATE AMERICA 11.00AM(S)

1 SUN. 11.00A 30 NBC P

CELEBRATE AMERICA 11.30AM(S)

1 SUN. 11.30A 30 NBC P

CELEBRATE AMERICA 12.00N(S)

1 SUN. 12.00N 30 NBC P

CELEBRATE AMERICA 12.30PM(S)

1 SUN. 12.30P 30 NBC P

CELEBRATE AMERICA 1.00PM(S)

1 SUN. 1.00P 30 NBC P

CELEBRATE AMERICA 1.30PM(S)

1 SUN. 1.30P 30 NBC P

CELEBRATE AMERICA 2.00PM(S)

1 SUN. 2.00P 30 NBC P

GILLIGAN'S PLANET

SAT. 12.00N 30 CBS CA

HULK/SPIDERMAN 1

SAT. 11.00A 30 NBC CA

HULK/SPIDERMAN 2

SAT. 11.30A 30 NBC CA

IN THE NEWS- 8.26AM

SAT. 8.26A 3 CBS CN

IN THE NEWS- 8.56AM

SAT. 8.56A 3 CBS CN

IN THE NEWS- 9.26AM

SAT. 9.26A 3 CBS CN

IN THE NEWS- 9.56AM

SAT. 9.56A 3 CBS CN

IN THE NEWS- 11.56AM

SAT. 11.56A 3 CBS CN

IN THE NEWS- 12.26PM

SAT. 12.26P 3 CBS CN

IN THE NEWS- 12.56PM

SAT. 12.56P 3 CBS CN

IN THE NEWS- 1.26PM

SAT. 1.26P 3 CBS CN

IN THE NEWS- 10.56AM

SAT. 10.56A 3 CBS CN

1 SAT.	1.18P	153	NBC	SE						B	5.5	17	458
2 SAT.	3.18P	172											
NBC MAJOR LEAGUE GAME-2		2	195		94	A	4.9	16	408				
1 SAT.	4.00P	158	NBC	SE		B	5.6	17	466				
NBC SPORTS-30 ROCK		8	195	202	91	94	A	4.2	17	350			
1 SAT.	1.00P	18	NBC	SC			B	4.4	16	367			
2 SAT.	3.00P	18											
NEW FAT ALBERT SHOW		22	176	175	90	90	A	5.0	20	417			
SAT.	12.30P	30	CBS	CA			B	4.7	16	392			
PAC-MAN/RASCALS/RICHIE-1		35	196	196	99	99	A	4.4	25	367			
SAT.	8.30A	30	ABC	CA			B	5.1	27	425			
PAC-MAN/RASCALS/RICHIE-2		35	197	197	99	99	A	5.9	28	491			
SAT.	9.00A	30	ABC	CA			B	6.6	30	550			
PAC-MAN/RASCALS/RICHIE-3		35	197	197	99	99	A	6.1	27	508			
SAT.	9.30A	30	ABC	CA			B	7.1	29	608			
PANDAMONIUM		30	180	182	89	89	A	2.7	15	225			
SAT.	8.30A	30	CBS	CA			B	3.0	16	254			
POPEYE/OLIVE COMEDY SHOW		17	174	175	82	83	A	2.3	17	192			
SAT.	8.00A	30	CBS	CA			B	2.3	15	192			
PRO BOWLERS SPRING TOUR		3	185	185	94	94	A	4.4	15	367			
SAT.	3.30P	90	ABC	SE			B	4.3	15	358			
SCHOOLHOUSE ROCK-8.25AM		35	178	179	93	93	A	3.5	24	292			
SAT.	8.25A	4	ABC	CN			B	3.6	24	300			
SCHOOLHOUSE ROCK-10.55AM		21	193	194	99	99	A	6.3	26	525			
SAT.	10.55A	4	ABC	CN			B	5.8	21	483			

SUN.	9.00A	90 CBS N				B	4.8	22	400		
SUPERFRIENDS			35	178	179	93	93	A	3.5	26	292
SAT.	8.00A	30 ABC CA						B	3.3	24	275
THIS WEEK-DAVID BRINKLEY			33	147	153	89	90	A	2.2	9	183
SUN.	11.30A	60 ABC N						B	3.8	13	317
THUNDARR			8	119	126	66	68	A	3.2	13	267
SAT.	12.00N	30 NBC CA						B	3.6	13	300
USFL FOOTBALL			13	193	197	97	99	A	5.0	16	417
1 SUN.	1.30P	195 ABC SE						B	6.5	18	541
2 SUN.	1.30P	212									
WALKER CUP GOLF MATCH(S)				166		89		A	2.4	9	200
2 SAT.	2.00P	60 ABC SE									



TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{		19,240 23.1											
	ABC TV		{		ABC MONDAY NIGHT MOVIE JACQUELINE BOUVIER KENNEDY (R) (OP)											
	AVERAGE AUDIENCE (Households (000) & %)		{		9,580 11.5 9.3* 10.5* 11.8* 12.1* 12.7* 12.7*											
	SHARE OF AUDIENCE		{		18 16* 17* 18* 18* 20* 21*											
	AVG. AUD. BY ¼ HR.		{		9.1 9.4 10.6 10.5 11.5 12.0 11.9 12.4 12.7 12.8 12.9 12.4											
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{		12,160 14.6 12,160 14.6 14,660 17.6 14,830 17.8 15,160 18.2											
	CBS TV		{		SQUARE PEGS (R) PRIVATE BENJAMIN (R)(OP) M*A*S*H (R) ONE DAY AT A TIME CAGNEY & LACEY (R)											
	AVERAGE AUDIENCE (Households (000) & %)		{		10,180 10,750 12,580 13,160 11,830											
	SHARE OF AUDIENCE		{		12.2 12.9 15.1 15.8 14.2 14.2* 14.2*											
	AVG. AUD. BY ¼ HR.		{		21 21 23 24 23 22* 23*											
W E E K 3	TOTAL AUDIENCE (Households (000) & %)		{		33,070 39.7											
	NBC TV		{		HAPPY BIRTHDAY, BOB (OP)											
	AVERAGE AUDIENCE (Households (000) & %)		{		19,910 23.9 20.0* 21.7* 24.3* 25.9* 26.1* 25.4*											
	SHARE OF AUDIENCE		{		38 35* 36* 37* 39* 40* 42*											
	AVG. AUD. BY ¼ HR.		{		19.2 20.9 21.5 22.0 23.9 24.6 25.4 26.4 26.6 25.6 25.5 25.3											

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE. MON. MAY 30, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE (Households (000) & %)		{															
ABC TV																	
AVERAGE AUDIENCE (Households (000) & %)		{															
SHARE OF AUDIENCE %		{															
AVG. AUD. BY ¼ HR.		{															
TOTAL AUDIENCE (Households (000) & %)		{															
CBS TV																	
AVERAGE AUDIENCE (Households (000) & %)		{															
SHARE OF AUDIENCE %		{															
AVG. AUD. BY ¼ HR.		{															
TOTAL AUDIENCE (Households (000) & %)		{															
NBC TV																	
AVERAGE AUDIENCE (Households (000) & %)		{															
SHARE OF AUDIENCE %		{															
AVG. AUD. BY ¼ HR.		{															

TOTAL AUDIENCE (Households (000) & %)		{															
ABC TV																	
AVERAGE AUDIENCE (Households (000) & %)		{															
SHARE OF AUDIENCE %		{															
AVG. AUD. BY ¼ HR.		{															
TOTAL AUDIENCE (Households (000) & %)		{															
CBS TV																	
AVERAGE AUDIENCE (Households (000) & %)		{															
SHARE OF AUDIENCE %		{															
AVG. AUD. BY ¼ HR.		{															
TOTAL AUDIENCE (Households (000) & %)		{															
NBC TV																	
AVERAGE AUDIENCE (Households (000) & %)		{															
SHARE OF AUDIENCE %		{															
AVG. AUD. BY ¼ HR.		{															

TV HOUSEHOLDS USING TV	WK. 1	47.5	48.9	49.3	49.8	52.2	55.1	57.5	59.7	61.0	62.9	63.2	63.6	62.1	61.9	59.8	58.5
(See Def. 1)	WK. 2	53.0	54.0	54.0	55.4	56.3	57.9	60.5	61.8	62.7	64.2	64.1	64.4	61.1	59.9	57.8	56.4

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.TUE. MAY 31, 1983

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	<div>15,160 18.2</div> <div>FALL GUY (R)</div> <div>18,910 22.7</div> <div>ABC MOVIE SPECIAL SIZZLE (R) (OP)</div>															
	AVERAGE AUDIENCE (Households (000) & %)	{	<div>10,750</div> <div>12.9 12.2* 13.6* 11,660</div> <div>25 24* 25* 24 20* 13.7* 14.9* 15.7*</div> <div>11.7 12.7 13.4 13.8 11.5 11.8 13.4 14.1 14.9 14.8 15.7 15.7</div>															
	SHARE OF AUDIENCE %	{																
	AVG. AUD. BY ¼ HR. %	{																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	<div>21,160 29.4</div> <div>CBS WEDNESDAY NIGHT MOVIE CALLIE &amp; SON (R) (OP)</div>															
	AVERAGE AUDIENCE (Households (000) & %)	{	<div>12,080</div> <div>14.5 12.2* 13.3* 14.2* 14.9* 16.0* 16.3*</div> <div>26 24* 25* 25* 26* 28* 29*</div> <div>11.8 12.5 13.2 13.4 14.1 14.3 14.6 15.1 15.9 16.2 16.5 16.2</div>															
	SHARE OF AUDIENCE %	{																
	AVG. AUD. BY ¼ HR. %	{																
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	<div>13,490 16.2</div> <div>REAL PEOPLE (R)(OP)</div> <div>14,490 17.4</div> <div>FACTS OF LIFE (R)</div> <div>13,160 15.8</div> <div>TAXI</div> <div>13,660 16.4</div> <div>QUINCY, M.E. (R)</div>															
	AVERAGE AUDIENCE (Households (000) & %)	{	<div>9,160</div> <div>11.0 10.1* 11.9* 12,410 11,080 10,250</div> <div>21 20* 22* 26 23 22 12.3 12.3*</div> <div>10.0 10.3 11.6 12.3 13.9 15.9 12.9 13.7 12.4 12.2 12.3 12.3</div>															
	SHARE OF AUDIENCE %	{																
	AVG. AUD. BY ¼ HR. %	{																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	<div>14,580 17.5</div> <div>FALL GUY (R)</div> <div>14,740 17.7</div> <div>GOLD MONKEY (OP)</div> <div>14,580 17.5</div> <div>DYNASTY (R)</div>															
	AVERAGE AUDIENCE (Households (000) & %)	{	<div>10,910</div> <div>13.1 12.3* 14.0* 10,160 10,500</div> <div>24 23* 25* 20 19* 22* 12.6 12.8* 12.3*</div> <div>11.6 12.9 13.7 14.2 11.0 11.4 12.6 13.9 13.2 12.4 12.3 12.3</div>															
	SHARE OF AUDIENCE %	{																
	AVG. AUD. BY ¼ HR. %	{																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	<div>6,410 7.7</div> <div>ZORRO AND SON (R)(OP)</div> <div>6,410 7.7</div> <div>SMALL &amp; FRYE (R)(OP)</div> <div>18,410 22.1</div> <div>CBS WEDNESDAY NIGHT MOVIE REHEARSAL FOR MURDER (R)</div>															
	AVERAGE AUDIENCE (Households (000) & %)	{	<div>5,500</div> <div>6.6 6.5 10,660</div> <div>13 12 12.8 11.6* 12.8* 13.3* 13.6*</div> <div>6.6 6.7 6.3 6.8 11.3 12.0 13.0 12.8 13.1 13.6 13.6 13.5</div>															
	SHARE OF AUDIENCE %	{																
	AVG. AUD. BY ¼ HR. %	{																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	<div>15,410 18.5</div> <div>REAL PEOPLE (R)(OP)</div> <div>14,240 17.1</div> <div>FACTS OF LIFE (R)</div> <div>13,490 16.2</div> <div>BUFFALO BILL</div> <div>14,990 18.0</div> <div>QUINCY, M.E. (R)</div>															
	AVERAGE AUDIENCE (Households (000) & %)	{	<div>10,830</div> <div>13.0 12.2* 13.7* 12,080 11,410 11,410</div> <div>24 23* 24* 14.5 13.7 13.7 13.2* 14.3*</div> <div>11.7 12.8 13.2 14.3 13.8 15.3 13.7 13.7 12.7 13.7 14.3 14.3</div>															
	SHARE OF AUDIENCE %	{																
	AVG. AUD. BY ¼ HR. %	{																
TV HOUSEHOLDS USING TV WK. 1			47.1	48.3	47.8	49.6	49.8	51.0	53.4	54.8	56.6	58.9	58.0	58.3	57.4	57.3	57.3	56.1
(See Def. 1)			WK. 2	48.9	49.9	49.7	50.5	51.4	53.6	55.1	58.4	60.7	60.8	61.7	59.0	58.9	57.4	56.4

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. MAY 26, 1983

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						10,410 12.5		10,160 12.2		13,660 16.4		12,910 15.5		18,160 21.8			
	ABC TV						CONDO		NEW ODD COUPLE		TOO CLOSE FOR COMFORT (R)		AMANDA'S (OP)				20/20	
	AVERAGE AUDIENCE (Households (000) & %)						8,500 10.2		9,000 10.8		11,660 14.0		10,910 13.1		13,580 16.3		16.5*	16.0*
	SHARE OF AUDIENCE %						20		19		24		22		29		29*	29*
W E E K 2	AVG AUD. BY 1/4 HR. %						9.7	10.7	10.5	11.0	13.2	14.7	13.1	13.2	16.1	16.8	16.0	16.1
	TOTAL AUDIENCE (Households (000) & %)						21,490 25.8				22,320 26.8							
	CBS TV						MAGNUM, P.I. (R)(OP)				NBA CHAMPIONSHIP GAME 2 PHILADELPHIA VS LOS ANGELES (9:00-11:00PM)(OP)							
	AVERAGE AUDIENCE (Households (000) & %)						15,660 18.8	17.4*		20.3*	10,750 12.9	12.5*		12.2*		12.3*		13.2*
W E E K 3	SHARE OF AUDIENCE %						35	33*		37*	23	23*		21*		21*		22*
	AVG AUD. BY 1/4 HR. %						16.2	18.7	20.0	20.5	13.3	11.7	11.7	12.7	12.6	12.1	12.9	13.6
	TOTAL AUDIENCE (Households (000) & %)						12,580 15.1				14,580 17.5		16,580 19.9		20,740 24.9			
	NBC TV						FAME (R)(OP)				GIMME A BREAK (R)		CHEERS (R)(OP)		HILL STREET BLUES (R)			
W E E K 4	AVERAGE AUDIENCE (Households (000) & %)						8,080 9.7	9.2*		10.3*	12,160 14.6		14,580 17.5		15,660 18.8		18.3*	19.3*
	SHARE OF AUDIENCE %						18	18*		19*	25		29		33		32*	35*
	AVG AUD. BY 1/4 HR. %						9.1	9.2	9.8	10.7	13.7	15.6	17.3	17.6	18.0	18.5	19.2	19.5
W E E K 5	TOTAL AUDIENCE (Households (000) & %)						10,750 12.9		9,750 11.7		12,990 15.6		12,740 15.3		16,830 20.2			
	ABC TV						CONDO		NEW ODD COUPLE (R)		TOO CLOSE FOR COMFORT (R)		IT TAKES TWO (R)(OP)				20/20	
	AVERAGE AUDIENCE (Households (000) & %)						8,660 10.4		8,660 10.4		11,330 13.8		11,580 13.9		12,410 14.9		15.4*	14.4*
	SHARE OF AUDIENCE %						20		18		23		23		26		26*	25*
W E E K 6	AVG AUD. BY 1/4 HR. %						9.9	10.8	10.2	10.6	13.0	14.2	13.6	14.1	15.0	15.9	14.9	13.8
	TOTAL AUDIENCE (Households (000) & %)						17,580 21.1				17,160 20.6				13,490 16.2			
	CBS TV						MAGNUM, P.I. (R)(OP)				SIMON & SIMON (R)				TUCKER'S WITCH			
	AVERAGE AUDIENCE (Households (000) & %)						13,330 16.0	14.7*		17.4*	12,910 15.5	15.4*		15.6*	10,830 13.0	12.9*		13.1*
W E E K 7	SHARE OF AUDIENCE %						29	28*		30*	26	26*		26*	23	22*		29*
	AVG AUD. BY 1/4 HR. %						13.9	15.6	17.1	17.6	15.4	15.5	15.6	15.7	12.8	12.9	13.2	13.1
	TOTAL AUDIENCE (Households (000) & %)						10,750 12.9				11,750 14.1		12,830 15.4		17,580 21.1			
	NBC TV						FAME (R)(OP)				GIMME A BREAK (R)		CHEERS (R)(OP)		HILL STREET BLUES (R)			
W E E K 8	AVERAGE AUDIENCE (Households (000) & %)						7,830 9.4	8.9*		9.8*	9,750 11.7		11,000 13.2		13,830 16.6		16.2*	17.1*
	SHARE OF AUDIENCE %						17	17*		17*	20		22		29		28*	30*
	AVG AUD. BY 1/4 HR. %						8.7	9.2	9.7	9.9	11.4	12.0	12.9	13.8	15.9	16.5	17.2	16.9
TV HOUSEHOLDS USING TV WK 1		46.3	47.7	48.5	51.0	51.0	52.7	54.7	56.0	57.6	59.0	59.4	59.6	57.9	56.3	55.9	54.8	
(See Def. 1)		WK 2	46.6	48.1	47.9	50.2	52.4	54.2	57.0	58.8	60.5	60.4	60.7	58.8	58.4	57.4	56.0	

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.THU. JUNE 2, 1983



EVE. FRI. JUNE 3, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{	11,000 13.2		T.J. HOOKER (R)(OP)				16,990 20.4		LOVE BOAT (R)(OP)		16,990 20.4		FANTASY ISLAND (R)																					
	ABC TV																																				
	AVERAGE AUDIENCE (Households (000) & %)		{	8,080 9.7		9.1*		10.3*		12,410 14.9		13.1*		16.6*		12,580 15.1		14.9*		15.3*																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%	21 8.7		20 *		21 *		29 12.4		25 *		32 *		31 16.9		30 *		32 *																	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{	9,910 11.9		ONE NIGHT BAND (OP)				16,660 20.0		CBS SAT. NIGHT MOVIE WE'RE FIGHTING BACK (R)																									
	CBS TV																																				
	AVERAGE AUDIENCE (Households (000) & %)		{	6,330 7.6		7.5*		7.7*		9,750 11.7		9.6*		11.3*		12.7*		13.3*																			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%	16 8.0		16 *		16 *		23 9.4		19 *		22 *		25 *		27 *																			
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{	12,660 15.2		12,330 14.8		11,160 13.4		7,410 8.9		6,160 7.4		5,830 7.0																							
	NBC TV																																				
	AVERAGE AUDIENCE (Households (000) & %)		{	10,330 12.4		11,160 13.4		9,750 11.7		5,910 7.1		4,910 5.9		4,660 5.6																							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%	27 11.5		28 13.4		23 11.5		14 7.9		12 6.2		12 5.7		5.5																					
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{	12,330 14.8		T.J. HOOKER (R)(OP)				17,830 21.4		LOVE BOAT (R)(OP)		17,490 21.0		FANTASY ISLAND (R)																					
	ABC TV																																				
	AVERAGE AUDIENCE (Households (000) & %)		{	9,250 11.1		10.2*		12.0*		13,410 16.1		14.3*		17.9*		13,740 16.5		16.1*		16.8*																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%	24 9.7		23 *		25 *		31 13.7		29 *		34 *		32 16.1		31 *		33 *																	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{	11,250 13.9		SEVEN BRIDES/SEVEN BROS. (R)(OP)				13,910 16.7		CBS SAT. NIGHT MOVIE FIGHTING MAD (R)																									
	CBS TV																																				
	AVERAGE AUDIENCE (Households (000) & %)		{	6,160 7.4		6.7*		6.9*		9,080 10.9		8.4*		9.7*		11.4*		11.6*																			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%	10 6.7		15 *		15 *		21 9.6		17 *		18 *		22 *		23 *																			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{	11,500 13.8		12,080 14.5		9,250 11.1		8,250 9.9		9,400 11.3		MONITOR																							
	NBC TV																																				
	AVERAGE AUDIENCE (Households (000) & %)		{	9,500 11.4		10,660 12.8		9,500 10.2		7,330 8.8		5,910 7.1		7.6*		6.7*																					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%	26 10.6		27 12.1		20 10.0		17 8.8		14 7.9		14 *		13 *																					
TV HOUSEHOLDS USING TV (See Def. 1)																					WK. 1	41.0	41.3	42.0	42.9	45.4	46.5	47.5	49.7	51.2	52.2	51.9	51.5	50.7	50.3	49.3	47.7
																					WK. 2	40.1	40.4	41.2	41.3	43.3	45.5	46.5	48.2	49.3	50.9	52.3	53.9	52.6	52.3	51.5	50.9

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE. SAT. JUNE 4, 1983

## Vieisen NATIONAL TV AUDIENCE ESTIMATES

EVE. SUN. MAY 29, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE (Households (000) & %)		{ 10,660 12.8		{ 16,490 19.8		{ 22,660 27.2													
		← RIPLEY'S BELIEVE IT-NOT (R) →		← MATT HOUSTON (R)(OP) →				INDIANAPOLIS 500 (9:00-11:49PM) (OP)											
ABC TV																			
AVERAGE AUDIENCE (Households (000) & %)		{ 7,250 8.7		{ 11,750 14.1		{ 11,750 14.1		{ 14.1* 14.1		{ 14.2* 14.2		{ 13.9* 13.9		{ 13.7* 13.7		{ 14.4* 14.4			
SHARE OF AUDIENCE %		{ 8.2* 17 *		{ 13.0* 26 *		{ 15.1* 28 *		{ 14.1* 25 *		{ 14.2* 25 *		{ 13.9* 25 *		{ 13.7* 25 *		{ 14.4* 26 *			
AVG. AUD. BY ¼ HR. %		{ 8.0 8.4		{ 12.5 13.5		{ 14.7 15.6		{ 14.0 14.2		{ 14.5 14.5		{ 13.9 14.0		{ 13.7 13.7		{ 14.4 14.4			
TOTAL AUDIENCE (Households (000) & %)		{ 20,740 24.9		{ 13,580 16.3		{ 14,240 17.1		{ 17,330 20.8		{ 17,160 20.6		{ 17,740 21.3							
		← 60 MINUTES →		← ARCHIE BUNKER'S PLACE (R) →		← NEWHART (R)(OP) →		← JILFELSONS (R) →		← ALICE →		← TRAPPER JOHN, M D (R) →							
CBS TV																			
AVERAGE AUDIENCE (Households (000) & %)		{ 15,740 18.9		{ 12,160 14.6		{ 12,000 14.4		{ 15,740 18.3		{ 15,660 18.8		{ 14,160 17.0		{ 17.0* 17.0		{ 17.0* 17.0			
SHARE OF AUDIENCE %		{ 18.9* 39		{ 18.8* 39 *		{ 14.4 27		{ 18.3 33		{ 18.8 33		{ 17.0 30		{ 17.0* 30 *		{ 17.0* 30 *			
AVG. AUD. BY ¼ HR. %		{ 18.2 19.6		{ 18.8 14.3		{ 14.1 14.9		{ 17.5 14.6		{ 19.1 18.1		{ 17.1 17.1		{ 17.0 17.1		{ 16.9 16.9			
TOTAL AUDIENCE (Households (000) & %)		{ 10,330 12.4		{ 19,330 23.2															
		← BIG BIRD IN CHINA →						NBC SUNDAY NIGHT MOVIE LEGEND OF WALKS FAR WOMAN (R) (OP)											
ABC TV																			
AVERAGE AUDIENCE (Households (000) & %)		{ 5,330 6.4		{ 10,330 12.4		{ 8,330 10.3		{ 11.1* 11.1		{ 12.8* 12.8		{ 14.6* 14.6		{ 15.0* 15.0					
SHARE OF AUDIENCE %		{ 5.1* 11 *		{ 7.9* 16 *		{ 8.3* 16 *		{ 11.1* 20 *		{ 12.8* 22 *		{ 14.6* 26 *		{ 15.0* 27 *					
AVG. AUD. BY ¼ HR. %		{ 4.9 5.3		{ 7.7 8.2		{ 7.9 8.8		{ 10.8 10.8		{ 11.4 11.4		{ 12.8 12.8		{ 14.4 14.4		{ 14.9 14.9			
TOTAL AUDIENCE (Households (000) & %)		{ 7,580 9.1		{ 13,490 16.2		{ 21,070 25.3													
		← ABC NEWS CLOSEUP →		← MATT HOUSTON (R)(OP) →				ABC SUNDAY NIGHT MOVIE THE BUDDY HOLLY STORY (R) (OP)											
ABC TV																			
AVERAGE AUDIENCE (Households (000) & %)		{ 4,830 5.8		{ 10,330 12.4		{ 13,740 16.5		{ 13,740 16.5		{ 16.2* 16.2		{ 17.6* 17.6		{ 17.8* 17.8					
SHARE OF AUDIENCE %		{ 5.2* 12 *		{ 11.2* 22 *		{ 13.5* 25 *		{ 14.4* 24 *		{ 16.2* 26 *		{ 17.6* 29 *		{ 17.8* 31 *					
AVG. AUD. BY ¼ HR. %		{ 5.2 5.2		{ 11.0 11.5		{ 12.8 14.2		{ 13.7 15.0		{ 15.9 16.5		{ 17.4 17.7		{ 18.2 18.2		{ 17.4 17.4			
TOTAL AUDIENCE (Households (000) & %)		{ 20,740 24.9		{ 14,240 17.1		{ 13,910 16.7		{ 22,660 27.2											
		← 60 MINUTES →		← ALICE →		← ONE DAY AT A TIME (R)(OP) →				TONY AWARDS (9:00-11:27PM)									
CBS TV																			
AVERAGE AUDIENCE (Households (000) & %)		{ 15,410 18.5		{ 12,180 14.8		{ 12,160 14.6		{ 11,000 13.2		{ 14.4* 14.4		{ 13.8* 13.8		{ 13.7* 13.7		{ 12.6* 12.6			
SHARE OF AUDIENCE %		{ 17.3* 39 *		{ 19.7* 41 *		{ 14.6 29		{ 14.4* 23		{ 14.4* 24 *		{ 13.8* 22 *		{ 13.7* 22 *		{ 12.6* 22 *			
AVG. AUD. BY ¼ HR. %		{ 16.3 18.2		{ 19.7 19.8		{ 14.5 14.8		{ 14.2 14.9		{ 15.0 13.8		{ 13.7 14.0		{ 13.9 13.4		{ 12.7 12.5			
TOTAL AUDIENCE (Households (000) & %)		{ 8,000 9.6		{ 10,410 12.5		{ 21,570 25.9													
		← DEAR MR. PRESIDENT →		← CHIPS (R)(OP) →				NBC SUNDAY NIGHT MOVIE MURDER ONE, DANCER O											
NBC TV																			
AVERAGE AUDIENCE (Households (000) & %)		{ 5,250 6.3		{ 7,660 9.2		{ 13,740 16.5		{ 13,740 16.5		{ 14.6* 14.6		{ 17.0* 17.0		{ 17.2* 17.2		{ 17.2* 17.2			
SHARE OF AUDIENCE %		{ 6.3* 14 *		{ 8.3* 17 *		{ 10.0* 18 *		{ 14.6* 24 *		{ 17.0* 27 *		{ 17.2* 28 *		{ 17.2* 30 *					
AVG. AUD. BY ¼ HR. %		{ 5.9 6.7		{ 6.3 7.9		{ 8.8 9.9		{ 10.2 13.7		{ 15.5 16.7		{ 17.3 17.3		{ 17.5 16.9		{ 17.2 17.3			
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	46.5	48.3	48.4	48.8	48.7	50.7	52.3	53.7	55.1	56.6	57.2	58.0	58.2	55.7	56.2	55.8	
		WK 2	43.6	46.0	47.7	48.4	48.8	51.1	52.9	55.6	58.8	60.5	61.7	62.3	62.0	60.4	57.8	56.1	

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE. SUN. JUNE 5, 1983



TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE { 2,250  
(Households (000) & %) { 2.7

**ABC TV**

INDIANAPOLIS 500  
(9:00-11:49PM)

ABC  
WEEKEND  
REPORT-  
SUN

AVERAGE AUDIENCE { 2,170  
(Households (000) & %) { 2.6  
SHARE OF AUDIENCE % 9  
AVG. AUD. BY ¼ HR. % 2.6

W

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K

1

TOTAL AUDIENCE { 5,830  
(Households (000) & %) { 7.0

**CBS TV**

CBS  
SUNDAY  
NEWS-  
OSGOOD

MEMORIAL  
GOLF MILITES  
(11:30-11:49PM)

AVERAGE AUDIENCE { 5,580  
(Households (000) & %) { 6.7  
SHARE OF AUDIENCE % 13  
AVG. AUD. BY ¼ HR. % 6.7

TOTAL AUDIENCE { 3,000  
(Households (000) & %) { 3.6

**NBC TV**

NBC LATE NIGHT MOVIE  
MRS. R'S DAUGHTER (R)  
(11:30-1:31AM)

AVERAGE AUDIENCE { 1,500  
(Households (000) & %) { 1.8  
SHARE OF AUDIENCE % 7  
AVG. AUD. BY ¼ HR. % 1.9

TOTAL AUDIENCE { 4,500  
(Households (000) & %) { 5.4

**ABC TV**

ABC  
WEEKEND  
REPORT-  
SUN

AVERAGE AUDIENCE { 4,250  
(Households (000) & %) { 5.1  
SHARE OF AUDIENCE % 11  
AVG. AUD. BY ¼ HR. % 5.1

W

E

E

K

2

TOTAL AUDIENCE { 4,500  
(Households (000) & %) { 5.4

**CBS TV**

TONY AWARDS  
(8:00-11:27PM)  
(-OP)

CBS SUNDAY  
NEWS-OSGOOD  
(11:27-11:49PM)  
(OP)

AVERAGE AUDIENCE { 4,250  
(Households (000) & %) { 5.1  
SHARE OF AUDIENCE % 13  
AVG. AUD. BY ¼ HR. % 11.7

TOTAL AUDIENCE { 2,580  
(Households (000) & %) { 3.1

**NBC TV**

NBC LATE NIGHT MOVIE  
COCAINE AND BLUE EYES (R)  
(11:30-12:07AM)  
(SUSTAINING 12:07-1:30AM)

AVERAGE AUDIENCE { 2,170  
(Households (000) & %) { 2.6  
SHARE OF AUDIENCE % 8  
AVG. AUD. BY ¼ HR. % 2.6

TV HOUSEHOLDS USING TV	WK 1	WK 2	51.1	46.9	41.0	36.4	29.5	26.2	22.9	20.4	18.0	16.5	14.7	13.6	12.0	10.9	9.8	8.7
(See Def 1)			49.6	44.7	38.0	32.5	28.0	25.5	22.6	20.3	18.1	16.5	14.3	12.8	11.0	9.0	7.6	6.6

U.S. TV Households. 83,300,000

For explanation of symbols, See page A

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		5,750 6.9		5,910 7.1												
	ABC TV		GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)		GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)												
	AVERAGE AUDIENCE (Households (000) & %)		4,750 5.7		4,830 5.8												
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %		29 5.6 5.8		28 5.9 5.8												
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		3,500 4.2		3,500 4.2		4,410 5.3		3,750 4.5								
	CBS TV		CBS MORNING NEWS 1		CBS MORNING NEWS 2		\$25,000 PYRAMID		CHILD'S PLAY								
	AVERAGE AUDIENCE (Households (000) & %)		2,920 3.5		2,830 3.4		3,670 4.4		3,250 3.9								
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %		18 3.5 3.5		16 3.4 3.4		22 4.1 4.6		20 3.9 3.8								
W E E K 3	TOTAL AUDIENCE (Households (000) & %)		4,000 4.8		4,000 4.8		3,170 3.8		3,580 4.3								
	NBC TV		TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING)		TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING)		FACTS OF LIFE M-F		SALE OF THE CENTURY								
	AVERAGE AUDIENCE (Households (000) & %)		3,080 3.7		3,250 3.9		2,670 3.2		3,080 3.7								
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %		19 3.7 3.7		19 3.9 3.8		16 3.0 3.3		19 3.7 3.7								
W E E K 4	TOTAL AUDIENCE (Households (000) & %)		5,080 6.1		5,830 7.0												
	ABC TV		GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)		GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)												
	AVERAGE AUDIENCE (Households (000) & %)		4,000 4.8		4,910 5.9												
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %		26 4.7 4.9		28 5.9 5.9												
W E E K 5	TOTAL AUDIENCE (Households (000) & %)		3,330 4.0		3,500 4.2		4,660 5.6		4,410 5.3								
	CBS TV		CBS MORNING NEWS 1		CBS MORNING NEWS 2		\$25,000 PYRAMID		CHILD'S PLAY								
	AVERAGE AUDIENCE (Households (000) & %)		2,750 3.3		2,750 3.3		4,000 4.8		3,670 4.4								
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %		18 3.3 3.4		15 3.2 3.4		20 4.7 4.9		19 4.3 4.5								
W E E K 6	TOTAL AUDIENCE (Households (000) & %)		4,080 4.9		4,330 5.2		4,170 5.0		4,750 5.7								
	NBC TV		TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING)		TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING)		FACTS OF LIFE M-F		SALE OF THE CENTURY								
	AVERAGE AUDIENCE (Households (000) & %)		3,170 3.8		3,500 4.2		3,500 4.2		3,920 4.7								
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %		20 3.8 3.8		20 4.1 4.3		18 4.0 4.4		20 4.5 4.9								
TV HOUSEHOLDS USING TV WK. 1																	
(See Def. 1) WK. 2																	
U.S. TV Households 83,300,000																	

For explanation of symbols, See page A

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{ 5,250 8.3		4,830 5.8		4,500 5.4		8,910 10.7		8,080 9.7				
	ABC TV		LOVE BOAT DAYTIME		FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN (OP)		ONE LIFE TO LIVE				
	AVERAGE AUDIENCE (Households (000) & %)		{ 3,500 4.2		4,000 4.8		3,670 4.4		6,680 8.0		6,000 7.2		7.4*		
	SHARE OF AUDIENCE %		20		22 *		18		29		28		30 *		
AVG. AUD. BY ¼ HR.		3.6		4.0		4.5		4.8		4.6		5.0		4.2	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 5,500 6.6		7,080 8.5		8,830 10.6		7,750 9.3		4,910 5.9				
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (OP)		YOUNG AND THE RESTLESS		AS THE WORLD TURNS		CAPITOL				
	AVERAGE AUDIENCE (Households (000) & %)		{ 4,660 5.6		6,160 7.4		6,660 8.0		6,160 7.4		4,410 5.3		7.4*		
	SHARE OF AUDIENCE %		28		35		33		33 *		26 *		27 *		
AVG. AUD. BY ¼ HR.		5.2		6.0		7.1		7.6		7.3		7.4		7.7	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)		{ 5,580 6.7		3,580 4.3		2,330 2.8		2,670 3.2		6,500 7.8		5,330 6.4		
	NBC TV		WHEEL OF FORTUNE		DREAM HOUSE		NEW BATTLESTARS		SEARCH FOR TOMORROW		DAYS OF OUR LIVES		ANOTHER WORLD		
	AVERAGE AUDIENCE (Households (000) & %)		{ 4,750 5.7		3,080 3.7		2,000 2.4		2,080 2.5		4,830 5.8		4,000 4.8		
	SHARE OF AUDIENCE %		28		18		10		10		21		19		
AVG. AUD. BY ¼ HR.		5.7		5.7		3.7		2.4		2.4		2.6		5.4	
W E E K 4	TOTAL AUDIENCE (Households (000) & %)		{ 6,830 8.2		5,410 6.5		5,500 6.6		10,500 12.6		9,330 11.2				
	ABC TV		LOVE BOAT DAYTIME		FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN (OP)		ONE LIFE TO LIVE				
	AVERAGE AUDIENCE (Households (000) & %)		{ 4,660 5.6		4,500 5.4		4,580 5.5		8,080 9.7		6,830 8.2		8.3*		
	SHARE OF AUDIENCE %		23		20		20		31		30 *		27 *		
AVG. AUD. BY ¼ HR.		4.8		5.3		5.9		6.6		5.2		5.6		5.3	
W E E K 5	TOTAL AUDIENCE (Households (000) & %)		{ 6,160 7.4		8,160 9.8		9,910 11.9		8,410 10.1		5,250 6.3				
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (OP)		YOUNG AND THE RESTLESS		AS THE WORLD TURNS		CAPITOL				
	AVERAGE AUDIENCE (Households (000) & %)		{ 5,160 6.2		8,910 8.3		7,160 8.6		6,500 7.8		4,660 5.6		5.6*		
	SHARE OF AUDIENCE %		26		33		31		31 *		25		25 *		
AVG. AUD. BY ¼ HR.		5.8		6.6		8.1		8.5		8.7		9.0		8.0	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)		{ 7,080 8.5		4,580 5.5		3,080 3.7		3,170 3.8		6,830 8.2		6,250 7.5		
	NBC TV		WHEEL OF FORTUNE		DREAM HOUSE		NEW BATTLESTARS		SEARCH FOR TOMORROW		DAYS OF OUR LIVES		ANOTHER WORLD		
	AVERAGE AUDIENCE (Households (000) & %)		{ 6,080 7.3		3,920 4.7		2,580 3.1		2,670 3.2		5,250 6.3		4,660 5.6		
	SHARE OF AUDIENCE %		31		19		12		12		20		21 *		
AVG. AUD. BY ¼ HR.		7.3		7.3		4.7		4.7		3.0		3.1		3.2	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1 20.1		WK. 2 23.5		21.0 24.5		21.2 24.9		21.9 26.0		23.5 27.2		24.8 28.4	
		20.1		21.0		21.2		21.9		23.5		24.8		24.7	
		23.5		24.5		24.9		26.0		27.2		28.4		28.1	
		23.5		24.5		24.9		26.0		27.2		28.4		28.1	
		23.5		24.5		24.9		26.0		27.2		28.4		28.1	
		23.5		24.5		24.9		26.0		27.2		28.4		28.1	
		23.5		24.5		24.9		26.0		27.2		28.4		28.1	
		23.5		24.5		24.9		26.0		27.2		28.4		28.1	
		23.5		24.5		24.9		26.0		27.2		28.4		28.1	
		23.5		24.5		24.9		26.0		27.2		28.4		28.1	
		23.5		24.5		24.9		26.0		27.2		28.4		28.1	
		23.5		24.5		24.9		26.0		27.2		28.4		28.1	
		23.5		24.5		24.9		26.0		27.2		28.4		28.1	
		23.5		24.5		24.9		26.0		27.2		28.4		28.1	
		23.5		24.5		24.9		26.0		27.2		28.4		28.1	
		23.5		24.5		24.9		26.0		27.2		28.4		28.1	
		23.5		24.5		24.9		26.0		27.2		28.4		28.1	
		23.5		24.5		24.9		26.0		27.2		28.4		28.1	
		23.5		24.5		24.9		26.0		27.2		28.4		28.1	
		23.5		24.5		24.9		26.0		27.2		28.4		28.1	
		23.5		24.5		24.9		26.0		27.2		28.4		28.1	
		23.5		24.5		24.9		26.0		27.2		28.4		28.1	
		23.5		24.5		24.9		26.0		27.2		28.4		28.1	
		23.5		24.5		24.9		26.0		27.2		28.4		28.1	
		23.5		24.5		24.9		26.0		27.2		28.4		28.1	
		23.5		24.5		24.9		26.0		27.2		28.4		28.1	
		23.5		24.5		24.9		26.0		27.2		28.4		28.1	
		23.5		24.5		24.9		26.0		27.2		28.4		28.1	
		23.5		24.5		24.9		26.0		27.2		28.4		28.1	
		23.5		24.5		24.9		26.0		27.2		28.4		28.1	
		23.5		24.5		24.9		26.0		27.2		28.4		28.1	
		23.5		24.5		24.9		26.0		27.2		28.4		28.1	
		23.5		24.5		24.9		26.0		27.2		28.4		28.1	
		23.5		24.5		24.9		26.0							

U.S. TV Households: 83,300,000

For explanation of symbols, See page A

DAY MON.-FRI. MAY 30-JUNE 3, 1983

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)													8,330	ABC WORLD NEWS TONIGHT	
	{ 10,250 12.3													10.0		
	GENERAL HOSPITAL													3,000 3.6		
	EDGE OF NIGHT															
	ABC TV															
WEEK 1	AVERAGE AUDIENCE (Households (000) & %)													7,160		
	{ 8,160 9.8 9.4* 10.1* 2,670 3.2													8.6		
	SHARE OF AUDIENCE %													19		
	AVG. AUD. BY 1/4 HR. %													8.5	8.7	
	TOTAL AUDIENCE (Households (000) & %)													10,330 12.4		
WEEK 1	GUIDING LIGHT (OP)													CBS EVENING NEWS-RATHER		
	TATTLETALES															
	ABC TV															
	AVERAGE AUDIENCE (Households (000) & %)													8,910		
	{ 6,000 7.2 7.0* 7.4* 2,580 3.1													10.7		
WEEK 1	SHARE OF AUDIENCE %													24		
	AVG. AUD. BY 1/4 HR. %													10.5	10.8	
	TOTAL AUDIENCE (Households (000) & %)													8,830 10.6		
	FANTASY													NBC NIGHTLY NEWS		
	NBC TV															
WEEK 1	AVERAGE AUDIENCE (Households (000) & %)													7,830		
	{ 2,250 2.7 2.4* 2.9*													9.4		
	SHARE OF AUDIENCE %													21		
	AVG. AUD. BY 1/4 HR. %													9.3	9.6	
	TOTAL AUDIENCE (Households (000) & %)													8,750 10.5		
WEEK 2	GENERAL HOSPITAL													ABC WORLD NEWS TONIGHT		
	EDGE OF NIGHT															
	ABC TV															
	AVERAGE AUDIENCE (Households (000) & %)													7,580		
	{ 8,660 10.4 10.1* 10.8* 3,080 3.7													9.1		
WEEK 2	SHARE OF AUDIENCE %													19		
	AVG. AUD. BY 1/4 HR. %													9.1	9.1	
	TOTAL AUDIENCE (Households (000) & %)													11,080 13.3		
	GUIDING LIGHT (OP)													CBS EVENING NEWS-RATHER		
	TATTLETALES (S)(OP)															
WEEK 2	CBS TV															
	AVERAGE AUDIENCE (Households (000) & %)													9,580		
	{ 5,830 7.0 6.8* 7.2* 2,330 2.8													11.5		
	SHARE OF AUDIENCE %													24		
	AVG. AUD. BY 1/4 HR. %													11.4	11.6	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)													9,500 11.4		
	FANTASY													NBC NIGHTLY NEWS		
	NBC TV															
	AVERAGE AUDIENCE (Households (000) & %)													8,250		
	{ 2,670 3.2 3.2* 3.2*													9.9		
WEEK 2	SHARE OF AUDIENCE %													21		
	AVG. AUD. BY 1/4 HR. %													9.8	9.9	

TV HOUSEHOLDS USING TV	WK 1	26.4	28.4	29.3	30.6	28.9	30.3	30.5	31.7	33.3	35.6	36.8	38.5	41.3	43.6	44.3	45.7
(See Def 1)	WK 2	30.0	31.6	32.4	33.5	32.0	32.8	32.9	34.7	36.1	38.2	39.5	41.4	43.5	45.3	46.4	47.3

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.



TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE (Households (000) & %)		{		3,420 4.1		3,830 4.6		5,500 6.6		5,250 6.3		6,830 8.2															
ABC TV		{		SUPERFRIENDS (OP)		PAC-MAN/RASCALS/ RICHIE-1		PAC-MAN/RASCALS/ RICHIE-2		PAC-MAN/RASCALS/ RICHIE-3		SCOOBY DOO/PUPPY HOUR-1		SCOOBY DOO/PUPPY HOUR-2 (OP)													
AVERAGE AUDIENCE (Households (000) & %)		{		2,830 3.4		3,250 3.9		4,330 5.2		4,330 5.2		5,750 6.9															
SHARE OF AUDIENCE %		{		24		22		23		23		31															
AVG. AUD. BY ¼ HR.		{		3.2		3.5		5.1		5.4		6.8		6.9													
TOTAL AUDIENCE (Households (000) & %)		{		1,830 2.2		2,580 3.1		2,920 3.5		4,170 5.0		5,580 6.7		5,080 6.1													
CBS TV		{		CAPTAIN KANGAROO-SAT		POPEYE/OLIVE COMEDY SHOW (OP)		PANDAMONIUM (OP)		MEATBALL & SPAGHETTI (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		DUKES (OP)											
AVERAGE AUDIENCE (Households (000) & %)		{		1,080 1.3		2,080 2.5		2,500 3.0		3,170 3.8		4,410 5.3		4,080 4.9													
SHARE OF AUDIENCE %		{		15		18		17		17		23		22													
AVG. AUD. BY ¼ HR.		{		.8		2.2		2.9		3.5		5.2		5.0		4.8											
TOTAL AUDIENCE (Households (000) & %)		{		4,080 4.9		5,830 7.0		7,910 9.5		7,410 8.9		4,500 5.4															
NBC TV		{		FLINTSTONE FUNNIES (OP)		SHIRT TALES (OP)		SMURFS I		SMURFS II		SMURFS III (OP)		GARY COLEMAN SHOW (OP)													
AVERAGE AUDIENCE (Households (000) & %)		{		2,920 3.5		4,830 5.8		6,080 7.3		6,830 8.2		5,910 7.1		3,830 4.6													
SHARE OF AUDIENCE %		{		25		33		35		37		31		20													
AVG. AUD. BY ¼ HR.		{		2.8		4.1		5.6		6.1		6.9		7.8		7.9		8.5		7.6		6.6		4.3		4.9	

TOTAL AUDIENCE (Households (000) & %)		{		3,670 4.4		4,750 5.7		6,500 7.8		6,750 8.1		6,410 7.7		7,500 9.0																					
ABC TV		{		SUPERFRIENDS (OP)		PAC-MAN/RASCALS/ RICHIE-1		PAC-MAN/RASCALS/ RICHIE-2		PAC-MAN/RASCALS/ RICHIE-3		SCOOBY DOO/PUPPY HOUR 1		SCOOBY DOO/PUPPY HOUR 2 (OP)																					
AVERAGE AUDIENCE (Households (000) & %)		{		2,920 3.5		4,000 4.8		5,330 6.4		5,830 7.0		5,410 6.5		6,250 7.5																					
SHARE OF AUDIENCE %		{		28		27		30		30		26		28																					
AVG. AUD. BY ¼ HR.		{		3.2		3.9		4.3		5.3		6.3		6.6		6.9		7.1		6.2		6.8		7.7		7.2									
TOTAL AUDIENCE (Households (000) & %)		{		1,750 2.1		2,330 2.8		2,670 3.2		3,080 3.7		4,410 5.3		6,250 7.5		6,410 7.7																			
CBS TV		{		CAPTAIN KANGAROO-SAT		POPEYE/OLIVE COMEDY SHOW (OP)		PANDAMONIUM (OP)		MEATBALL & SPAGHETTI (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		DUKES (OP)																			
AVERAGE AUDIENCE (Households (000) & %)		{		1,080 1.3		1,670 2.0		2,000 2.4		2,420 2.9		3,420 4.1		5,250 6.3		5,160 6.2																			
SHARE OF AUDIENCE %		{		18		16		14		14		17		25		23																			
AVG. AUD. BY ¼ HR.		{		.9		1.1		1.4		1.7		1.8		2.1		2.5		2.3		2.7		3.0		3.5		4.7		5.8		6.7		6.4		6.1	
TOTAL AUDIENCE (Households (000) & %)		{		3,000 3.6		4,500 5.4		5,750 6.9		6,580 7.9		6,160 7.4		5,410 6.5																					
NBC TV		{		FLINTSTONE FUNNIES (OP)		SHIRT TALES (OP)		SMURFS I		SMURFS II		SMURFS III (OP)		GARY COLEMAN SHOW (OP)																					
AVERAGE AUDIENCE (Households (000) & %)		{		2,080 2.5		3,920 4.7		4,660 5.6		5,330 6.4		5,080 6.1		4,660 5.6																					
SHARE OF AUDIENCE %		{		20		27		27		27		24		21																					
AVG. AUD. BY ¼ HR.		{		2.1		2.9		4.6		4.9		5.2		6.0		5.2		6.4		6.4		6.2		6.1		5.4		5.7							

TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	7.2	8.7	10.3	12.6	14.2	15.9	17.5	19.0	21.3	21.5	22.2	23.2	22.6	22.7	22.5	22.6
	WK. 2	7.0	8.3	9.7	11.4	13.1	15.7	17.8	19.2	20.6	22.3	23.4	24.1	24.3	25.8	26.0	26.3

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	5,000 6.0	4,500 5.4	4,410 5.3	4,580 5.5												
	ABC TV		MORK/LAVERNE/ FONZ HOUR-1	MORK/LAVERNE/ FONZ HOUR-2 (OP)	ABC WEEKEND SPECIALS THE HORSE THAT PLAYED CENTERFIELD-1	AMERICAN BANDSTAND '83												
	AVERAGE AUDIENCE (Households (000) & %)	{	4,170 5.0	3,580 4.3	3,580 4.3	2,830 3.4												
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %		21 5.2	19 4.8	18 4.4	14 4.2	13* 4.1	16* 4.5	16* 3.2	16* 3.1	16* 3.7	16* 3.7						
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,250 6.3	5,830 7.0	4,500 5.4	4,500 5.4	4,580 5.5	2,920 3.5										
	CBS TV		BUGS BUNNY/ROAD RUNNER 3 (OP)	BUGS BUNNY/ROAD RUNNER 4 (OP)	GILLIGAN'S PLANET (OP)	NEW FAT ALBERT SHOW (OP)	BLACKSTAR (OP)	CBS CHILDREN'S FILM FEST. FLYAWAY DOVE										
	AVERAGE AUDIENCE (Households (000) & %)	{	4,170 5.0	4,580 5.5	3,670 4.4	3,750 4.5	3,420 4.1	2,080 2.5										
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %		21 5.3	24 4.8	19 5.6	19 5.4	17 4.1	10 2.6	10 2.5	10 2.6	10 2.5	10 2.5						
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{	4,000 4.8	3,670 4.4	2,420 2.9	2,000 2.4	1,500 1.8	1,580 1.9										
	NBC TV		HULK/SPIDERMAN 1	HULK/SPIDERMAN 2 (OP)	THUNDARR	FLASH GORDON	NBC MAJOR LEAGUE BASEBALL EASTON VS TORONTO PITTSBURGH VS CINCINNATI MULTI-SEGMENT TELECAST (OP)											
	AVERAGE AUDIENCE (Households (000) & %)	{	4,000 4.8	3,670 4.4	2,420 2.9	2,000 2.4	1,500 1.8	1,580 1.9										
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %		21 4.7	19 5.0	12 4.6	10 4.3	10 2.9	10 3.0	10 2.5	10 2.4	10 2.5	10 2.4	4.5* 4.6	4.0* 4.4	4.2* 4.2	18* 3.8	18* 4.1	18* 4.3
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{	6,080 7.3	4,750 5.7	4,080 4.9	5,410 6.5												
	ABC TV		MORK/LAVERNE/ FONZ HOUR-1	MORK/LAVERNE/ FONZ HOUR-2 (OP)	ABC WEEKEND SPECIALS THE HORSE THAT PLAYED CENTERFIELD-2	AMERICAN BANDSTAND '83												
	AVERAGE AUDIENCE (Households (000) & %)	{	4,750 5.7	3,920 4.7	3,250 3.9	3,170 3.8												
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %		22 6.0	18 5.4	16 4.8	15 4.7	14* 3.9	16* 3.8	16* 3.3	16* 3.7	16* 4.3	16* 3.9	2.4 2.3	2.3* 2.3	2.4* 2.4	9* 2.3	9* 2.3	
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{	5,750 6.9	6,750 8.1	5,000 6.0	5,410 6.5	4,000 4.8	3,750 4.5										
	CBS TV		BUGS BUNNY/ROAD RUNNER 3 (OP)	BUGS BUNNY/ROAD RUNNER 4 (OP)	GILLIGAN'S PLANET (OP)	NEW FAT ALBERT SHOW (OP)	BLACKSTAR (OP)	CBS CHILDREN'S FILM FEST. FLYING WITHOUT WINGS										
	AVERAGE AUDIENCE (Households (000) & %)	{	4,830 5.8	5,580 6.7	4,250 5.1	4,500 5.4	3,250 3.9	3,250 3.9										
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %		23 5.6	26 6.0	20 6.7	21 5.4	15 4.7	15 5.3	15 3.7	15 4.0	15 3.7	15 4.0	15 3.8	15 3.8	15 3.8	15 3.8	15 3.8	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{	5,580 6.7	4,660 5.8	3,330 4.0	2,330 2.8	6,410 7.7											
	NBC TV		HULK/SPIDERMAN 1	HULK/SPIDERMAN 2 (OP)	THUNDARR	FLASH GORDON	FRENCH OPEN TENNIS SAT											
	AVERAGE AUDIENCE (Households (000) & %)	{	4,660 5.6	4,080 4.9	2,830 3.4	1,920 2.3	2,670 3.2											
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %		22 5.4	19 5.8	14 4.9	9 3.4	9 2.5	12* 2.2	12* 2.8	12* 2.7	12* 3.0	12* 3.3	12* 3.6	12* 3.7	12* 3.1	12* 3.6	12* 3.6	
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1 23.0 25.3	WK. 2 22.6 25.6	22.0 25.1	22.1 25.3	22.6 25.0	23.8 25.0	24.0 25.2	24.4 26.3	23.8 25.2	23.8 25.3	24.7 25.4	24.5 25.8	23.5 25.3	24.1 25.3	24.8 25.2	24.9 25.7

U.S. TV Households: 83,309,000  
 (1) NBC SPORTS-30 ROCK, NBC, (1:00-1:18PM)

For explanation of symbols, See page A.

DAY SAT. JUNE 4, 1983

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE  
(Households (000) & %)

1,750  
2.1

6,660  
8.0

10,160  
12.2

SPORTSBEAT

PRO BOWLERS SPRING TOUR

ABC WIDE WORLD-SPORTS SAT

## ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)

1,330  
1.6

3,920  
4.7

5,500  
6.6

SHARE OF AUDIENCE  
%

6  
1.6

17  
4.0

20  
5.6

AVG. AUD. BY ¼ HR.  
%

1.6

1.7

6.2

TOTAL AUDIENCE  
(Households (000) & %)

6,500  
7.8

9,830  
11.8

MINORAL GOLF TOUR SAT

CBS SAT. NEWS-SCHIEFFER

## CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)

3,250  
3.9

3,500  
3.5\*

3,700  
3.7\*

8,080  
9.7

SHARE OF AUDIENCE  
%

13  
3.6

12  
3.4

12  
3.5

24  
9.4

AVG. AUD. BY ¼ HR.  
%

3.6

3.4

4.0

10.0

TOTAL AUDIENCE  
(Households (000) & %)

10,830  
13.0

3,920  
4.7

NBC MAJOR LEAGUE BASEBALL  
BOSTON VS TORONTO  
PITTSBURGH VS CINCINNATI  
MULTI-SEGMENT TELECAST

NBC MAJOR LEAGUE GAME-2  
SAN FRANCISCO VS LOS ANGELES  
TEXAS VS CHICAGO WHITE SOX  
MULTI-SEGMENT TELECAST (-OP)

NBC NIGHTLY NEWS-SAT  
(8:37-7:00PM)  
(OP)

## NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)

4,200  
4.2\*

4,500  
4.5\*

4,800  
4.8\*

3,250  
3.9

SHARE OF AUDIENCE  
%

18  
4.1

18  
4.3

18  
5.4

15  
5.1

AVG. AUD. BY ¼ HR.  
%

4.1

4.3

5.5

4.1

TOTAL AUDIENCE  
(Households (000) & %)

2,670  
3.2

6,160  
7.4

11,160  
13.4

SPORTSBEAT

PRO BOWLERS SPRING TOUR

ABC WIDE WORLD-SPORTS SAT

## ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)

1,920  
2.3

3,420  
4.1

3,900  
3.9\*

4,000  
4.0\*

5,500  
6.6

5,400  
5.4\*

6,200  
6.2\*

8,200  
8.2\*

SHARE OF AUDIENCE  
%

9  
2.2

13  
3.9

14  
3.9

13  
4.0

19  
5.2

16  
5.6

18  
6.1

22  
8.1

AVG. AUD. BY ¼ HR.  
%

2.2

2.4

3.9

4.1

4.1

5.2

5.6

8.1

TOTAL AUDIENCE  
(Households (000) & %)

5,160  
6.2

8,830  
10.6

7,910  
9.5

KENNER OPEN SAT

CBS SPORTS SATURDAY

CBS SAT. NEWS-SCHIEFFER

## CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)

3,250  
3.9

3,500  
3.5\*

4,200  
4.2\*

4,910  
5.9

4,800  
4.8\*

6,200  
6.2\*

6,500  
7.8

SHARE OF AUDIENCE  
%

14  
3.5

13  
3.4

14  
4.2

18  
4.3

19  
4.2

19  
5.4

20  
5.9

7.7

AVG. AUD. BY ¼ HR.  
%

3.5

3.4

4.2

4.3

4.2

5.4

8.0

TOTAL AUDIENCE  
(Households (000) & %)

3,670  
4.4

11,250  
13.5

5,410  
6.5

(1)  
(-OP)

NBC MAJOR LEAGUE BASEBALL  
CALIFORNIA VS MILWAUKEE  
ST LOUIS VS ATLANTA  
MULTI-SEGMENT TELECAST (OP)

NBC NIGHTLY NEWS SAT.

## NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)

3,500  
4.2

4,330  
5.2

4,700  
4.7\*

5,400  
5.4\*

5,100  
5.1\*

5,400  
5.4\*

5,200  
5.2

4,330  
5.2

SHARE OF AUDIENCE  
%

16  
4.1

17  
4.4

17  
4.6

19  
5.1

17  
5.7

18  
5.2

16  
5.1

14  
5.1

AVG. AUD. BY ¼ HR.  
%

4.1

4.4

4.8

4.6

5.1

5.2

6.0

2.8

TV HOUSEHOLDS USING TV	WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	WK 15	WK 16	WK 17	WK 18	WK 19	WK 20
(See Def. 1)	24.5	25.1	26.0	27.1	27.9	29.3	29.7	30.2	30.7	31.5	32.7	33.1	35.5	37.3	39.1	39.1	39.1	39.1	39.1	39.1
	26.1	27.3	28.4	29.2	30.6	31.5	31.3	32.1	33.0	33.5	33.4	34.7	36.1	37.1	38.1	38.1	38.1	38.1	38.1	38.1

U.S. TV Households 83,300,000

(1) NBC SPORTS-30 ROCK, WB, 11:30-11:58PM

For explanation of symbols, See page A

DAY SAT. JUNE 4, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE {  
(Households (000) & %)

## ABC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
W AVG. AUD. BY ¼ HR %

E TOTAL AUDIENCE {  
(Households (000) & %)

## CBS TV

K AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
1 AVG. AUD. BY ¼ HR %

TOTAL AUDIENCE {  
(Households (000) & %)

## NBC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

LONE RANGER/ ZORRO (SUS)(SUS-OP)	KWICKY KOALA SHOW (SUS)(SUS-OP)	CAPTAIN KANGAROO-SUN (SUS)	SUNDAY MORNING	FOR OUR TIMES (SUS)
			6,080 7.3	
			3,170	
			3.8	3.2*
			20	19 *
			2.7	3.6
			3.9	3.9*
			3.8	20 *
				4.1
				4.4

830 1.0	1,170 1.4	830 1.0	830 1.0	1,250 1.5	1,330 1.6	1,250 1.5	1,500 1.8
CELEBRATE AMERICA 7.00AM	CELEBRATE AMERICA 7.30AM	CELEBRATE AMERICA 8.00AM	CELEBRATE AMERICA 8.30AM	CELEBRATE AMERICA 9.00AM	CELEBRATE AMERICA 9.30AM	CELEBRATE AMERICA 10.00AM	CELEBRATE AMERICA 10.30AM

670 .8	920 1.1	870 .8	750 .9	920 1.1	1,000 1.2	1,080 1.3	1,080 1.3
13 .8	13 .9	7 1.0	6 .7	6 .9	6 1.2	6 1.3	6 1.3

TOTAL AUDIENCE {  
(Households (000) & %)

## ABC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
W AVG. AUD. BY ¼ HR. %

E TOTAL AUDIENCE {  
(Households (000) & %)

## CBS TV

K AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
2 AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {  
(Households (000) & %)

## NBC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

LONE RANGER/ ZORRO (SUS)(SUS-OP)	KWICKY KOALA SHOW (SUS)(SUS-OP)	CAPTAIN KANGAROO SUN (SUS)	SUNDAY MORNING	FOR OUR TIMES (SUS)
			6,080 7.3	
			2,920	
			3.5	2.8*
			20	18 *
			2.6	2.9
			3.4	3.5*
			3.7	19 *
				4.2
				4.2

7,750 9.3							

TV HOUSEHOLDS USING TV WK 1	5.7	6.4	7.4	9.4	10.7	12.2	14.3	15.5	16.9	18.8	19.7	19.9	21.0	22.2	22.4	23.0
(See Def. 1) WK 2	4.9	6.1	7.4	9.0	10.3	12.7	14.3	16.6	18.7	19.7	21.6	22.1	22.7	23.3	23.2	22.7

U.S. TV Households: 83,300,000

For explanation of symbols, See page A



TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{		3,420 4.1		THIS WEEK-DAVID BRINKLEY →		DIRECTIONS (SUS)		13,490 16.2		USFL FOOTBALL PHILADELPHIA VS BOSTON (1:30-4:05PM)			
	ABC TV															
	AVERAGE AUDIENCE (Households (000) & %)		{		1,830 2.2		2.3*		2.2*		4,580 5.5		5.4*		6.7*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		9 2.2		10*		9*		17 4.7		18*		22*	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{		2,920 3.5		FACE THE NATION				10,000 12.0		MEMORIAL GOLF TOURN.-SUN (1:00-3:30PM)			
	CBS TV															
	AVERAGE AUDIENCE (Households (000) & %)		{		2,170 2.6						3,670 4.4		4.1*		4.3*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		11 2.7		2.4				15 4.0		15*		15*	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{		1,580 1.9		1,170 1.4		1,670 2.0		2,250 2.7		2,420 2.9		2,830 3.4	
	NBC TV				CELEBRATE AMERICA 11:00AM		CELEBRATE AMERICA 11:30AM		CELEBRATE AMERICA 12:00PM		CELEBRATE AMERICA 12:30PM		CELEBRATE AMERICA 1:00PM		CELEBRATE AMERICA 1:30PM	
	AVERAGE AUDIENCE (Households (000) & %)		{		1,170 1.4		920 1.1		1,170 1.4		1,670 2.0		1,920 2.3		2,250 2.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		6 1.4		4 1.2		6 1.6		7 1.3		8 2.2		9 2.7	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{		3,500 4.2		THIS WEEK-DAVID BRINKLEY →		DIRECTIONS (SUS)		11,500 13.8		USFL FOOTBALL MICHIGAN VS PHILADELPHIA BIRMINGHAM VS TAMPA BAY (1:30-5:02PM)			
	ABC TV															
	AVERAGE AUDIENCE (Households (000) & %)		{		1,750 2.1		2.0*		2.2*		3,750 4.5		3.7*		4.2*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		9 2.0		9*		9*		15 3.3		13*		15*	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{		2,420 2.9		10,250 12.3		FACE THE NATION		DETROIT GRAND PRIX		KEMPER OPEN SUN (2:30-5:30PM)		8,830 10.6	
	CBS TV															
	AVERAGE AUDIENCE (Households (000) & %)		{		1,830 2.2		3,420 4.1		2.9*		3.7*		4.3*		4.9*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		9 2.4		16 2.1		13*		15*		16*		18*	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{				FRENCH OPEN TENNIS-SUN (9:00-1:00PM)		NBC RELIGIOUS SERIES (SUS)							
	NBC TV															
	AVERAGE AUDIENCE (Households (000) & %)		{		3.4*		3.4*		2.0*		2.0*					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		14*		14*		9*		8*					
TV HOUSEHOLDS USING TV WK 1		23.7	24.3	24.3	25.0	24.8	26.0	27.1	27.4	27.3	28.3	29.3	30.4	30.0	30.5	30.8
(See Def. 1)		23.3	23.6	23.5	23.4	23.0	23.7	23.8	24.6	26.0	28.2	27.2	27.5	27.3	28.7	29.6

U.S. TV Households: 83,300,000

For explanation of symbols, See page A

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		6,410 7.7												6,330 7.6			
	ABC TV		USFL FOOTBALL PHILADELPHIA VS BOSTON (1:30-4:45PM)												AMERICAN SPORTSMAN			
	AVERAGE AUDIENCE (Households (000) & %)		3,080												4,910			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		3.7 10												5.9 14			
				5.9	5.5	5.2	4.6	4.6	4.2	4.1	3.0	3.3	3.4	4.1	4.9	5.8		6.0
E E K 2	TOTAL AUDIENCE (Households (000) & %)		17,990 21.6												8,500 10.2			
	CBS TV		MEMORIAL GOLF TOURN - SUN (1:00-3:30PM)												NBA CHAMPIONSHIP GAME 3 PHILADELPHIA VS LOS ANGELES (3:30-6:00PM)			
	AVERAGE AUDIENCE (Households (000) & %)		9,330												5,830			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		4.5* 14 *												7.0 16			
				4.2	4.9	7.3	9.6	10.5	10.8	10.2	11.1	11.9	12.9	12.9	14.0	6.1		7.9
E E K 2	TOTAL AUDIENCE (Households (000) & %)		5,410 6.5												5,580 6.7			
	NBC TV		FRENCH OPEN TENNIS												SPORTSWORLD			
	AVERAGE AUDIENCE (Households (000) & %)		2,000												4,330			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		2.4 7												5.2 12			
				2.5	2.9	2.3	2.2	2.0	2.0	2.5	2.9	3.9	4.0	4.7	5.2		5.1	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		6,000 7.2												4,910 5.9			
	ABC TV		USFL FOOTBALL MICHIGAN VS PHILADELPHIA BIRMINGHAM VS TAMPA BAY (1:30-5:02PM) (-DP)												AMERICAN SPORTSMAN (5:02-6:00PM) (DP)			
	AVERAGE AUDIENCE (Households (000) & %)		3,420												4,250			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		4.4 15 *												5.1 14			
				4.4	4.3	4.8	5.0	4.7	4.8	4.5	4.8	3.7	4.3	3.9	4.4	4.8		5.3
E E K 2	TOTAL AUDIENCE (Households (000) & %)		8,000 9.6												6,910 8.3			
	CBS TV		KEMPER OPEN SUN (1:30-5:30PM)												CBS SPORTS SUN SPEC ED.			
	AVERAGE AUDIENCE (Households (000) & %)		4,580												5,250			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		4.7* 16 *												6.3 17			
				4.7	4.7	4.5	5.0	5.2	5.1	5.1	5.1	5.4	5.5	6.0	5.8	5.9		6.7
E E K 2	TOTAL AUDIENCE (Households (000) & %)		10,410 12.5												6,250 7.5			
	NBC TV		SPORTSWORLD												NBC NIGHTLY NEWS- MID			
	AVERAGE AUDIENCE (Households (000) & %)		4,250												5,250			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		5.1 16												6.3 16			
				4.2	4.6	4.9	4.8	4.9	4.8	5.5	5.2	6.0	5.8	6.1		6.5		
TV HOUSEHOLDS USING TV		WK. 1	33.3	33.7	33.9	34.3	34.8	35.9	36.1	36.0	36.1	37.8	39.4	41.0	42.4	42.9	43.2	44.0
(See Def. 1)		WK. 2	29.9	30.3	31.3	32.3	32.7	33.9	33.9	33.6	34.2	34.6	34.7	35.2	36.7	37.9	39.6	40.6

U.S. TV Households: 83,300,000

For explanation of symbols, See page A

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING TUESDAY CBS NBA CHAMPIONSHIP GAME 4(S)	2	9.00-11.44PM	-GRID 11.00 11.15 11.30								24,490 29.4	12,160 14.6 24			17.0 17.8 20.0		
EVENING THURSDAY CBS NBA CHAMPIONSHIP GAME 2(S)	1	9.00-11.40PM	-GRID 11.00 11.15 11.30	22,320	26.8	10,750	12.9	23	14.0 15.0 12.8								
EVENING SATURDAY ABC ABC SPORTS UPDATE-SAT	1	8.57- 8.59PM	8.45	9,660	11.6	8,830	10.6	21	10.6		9,660 11.6	9,660 11.6 24	11.6				
	2	8.58- 8.59PM	8.45								13,990 16.8	13,990 16.8 31	16.8				
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	13,080	15.7	13,080	15.7	30	15.7								
CBS NEWSBREAK-SAT.	1	8.57- 8.59PM	8.45	7,580	9.1	6,750	8.1	16	8.1		7,250 8.7	7,000 8.4 17	8.4				
	2	8.59- 9.01PM	8.45 9.00												8.3		
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	8,500	10.2	8,500	10.2	21	10.2		8,910 10.7	8,910 10.7 22	10.7				
NBC NBC NEWS DIGEST-2-SAT.	2	9.58- 9.59PM	9.45								6,250 7.5	6,250 7.5 14	7.5				

NBC CELEBRATE AMERICA 3.00AM(S)	1	3.00- 3.30AM	3.00 3.15	830	1.0	750	.9	12	.9 .8								
NBC CELEBRATE AMERICA 3.30AM(S)	1	3.30- 4.00AM	3.30 3.45	580	.7	580	.7	11	.7 .7								
NBC CELEBRATE AMERICA 4.00AM(S)	1	4.00- 4.30AM	4.00 4.15	580	.7	500	.6	11	.7 .6								
NBC CELEBRATE AMERICA 4.30AM(S)	1	4.30- 5.00AM	4.30 4.45	500	.6	420	.5	10	.6 .5								
NBC CELEBRATE AMERICA 5.00AM(S)	1	5.00- 5.30AM	5.00 5.15	420	.5	420	.5	11	.5 .5								
NBC CELEBRATE AMERICA 5.30AM(S)	1	5.30- 6.00AM	5.30 5.45	750	.9	500	.6	15	.6 .7								
EVENING SUNDAY ABC ABC NEWSBRIEF-SUN.	1	8.35- 8.36PM	8.30	11,910	14.3	11,910	14.3	27	14.3		9,910	11.9	9,910	11.9	22	11.9	
ABC ABC SPORTS UPDATE-SUN	2	8.34- 8.35PM	8.30								13,580	16.3	13,240	15.9	26	15.9	
ABC ABC NEWSBRIEF-SUN.	2	9.51- 9.53PM	9.45														
ABC ABC SPORTS UPDATE-SUN	1	9.51- 9.52PM	9.45	11,330	13.6	11,330	13.6	23	13.6		11,910	14.3	11,910	14.3	26	14.3	
CBS NEWSBREAK-SUN.		8.58- 8.59PM	8.45	10,750	12.9	10,750	12.9	24	12.9		22,660	27.2	11,000	13.2	23		
CBS TONY AWARDS(S)	2	9.00-11.27PM	-GRID 11.15												11.3* 24*	10.9	
NBC NBC NEWS DIGEST-SUN	2	8.58- 8.59PM	8.45								6,410	7.7	6,410	7.7	14	7.7	
	1	9.08- 9.09PM	9.00	8,080	9.7	8,080	9.7	18	9.7								

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE			
EVENING MONDAY-FRIDAY																			
ABC ABC NEWSBRIEF-M-F		>	9.45 10.00	10,580	12.7	10,410	12.5	20	13.0 11.3	M-F FRI.		12,080	14.5	11,330	13.6	23	14.4	M-F	
ABC ABC NEWS:NIGHTLINE		11.30-12.30AM	11.30 11.45 12.00 12.15	6,660	8.0	3,830	4.6	14	6.7 4.8 3.9 2.9	M-F M-F M-F M-F		6,830	8.2	4,080	4.9	15	6.7 5.2 4.1 3.5	M-F M-F M-F M-F	
ABC ONE ON ONE		12.30-1.00AM	12.30 12.45	1,500	1.8	1,170	1.4	7	1.6 1.3	M-F M-F		1,580	1.9	1,420	1.7	8	1.7 1.6	M-F M-F	
CBS NEWSBREAK-M-F		>	8.45	10,250	12.3	10,160	12.2	21	12.3	M-F		9,410	11.3	9,000	10.8	19	11.0	M-F	
CBS LATE MOVIE I		>	11.30 11.45 12.00 12.15 12.30 12.45 1.00 1.15 1.30	7,160	8.6	4,750	5.7	20	6.5 6.3 5.7 5.6 5.5 3.6 4.2 3.7	M-F MTUWF M-F M-F M-F M-F THU. THU.		7,500	9.0	5,000	6.0	21	6.7 6.5 6.5 6.3 5.4 4.6 4.4 4.1 3.7	M-F MTWTF MTWTF MTWTF TU-F TU-F TUE. TUE. TUE.	
CBS NBA CHAMPSHIP GAME 4 POST(S)	2	11.44-12.00MD	11.30									14,240	17.1	12,500	15.0	33	20.4	TUE.	

CBS LATE MOVIE II	2 1	> >	11.45 12.15 12.30 12.45 1.00 1.15 1.30 1.45 2.00 2.15 VARIOUS TIMES (SUS)	4,170	5.0	3,420	4.1	25	5.4 4.7 4.2 3.7 3.0 3.0 3.0	M-F MTUWF M-F M-F THU. THU. THU.		4,410	5.3	3,500	4.2	24	14.6 6.5 5.0 4.8 4.4 4.1 3.5 2.7 2.5 2.3	TUE. M-F MTWTF MTWTF MTWTF MTWTF TU & W TU & W TUE. TUE.	
CBS CBS NEWS NIGHTWATCH-1		2.00-2.30AM	2.00 2.15	1,750	2.1	1,500	1.8	18	1.9 1.6	M-WSU M-WSU		1,500	1.8	1,330	1.6	17	1.7 1.4	MTWTHSU MTWTHSU	
CBS CBS NEWS NIGHTWATCH-2		2.30-6.00AM	2.30 2.45 3.00 3.15 3.30 3.45 4.00 4.15 4.30 4.45 5.30 5.45	2,420	2.9	1,000	1.2	24	1.5 1.4 1.4 1.3 1.2 1.2 1.1 1.2 1.1 1.2 1.2 1.2	M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU		2,500	3.0	1,080	1.3	27	1.6 1.5 1.5 1.5 1.4 1.3 1.3 1.3 1.2 1.2 1.1 1.1	M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU	
NBC NBC NEWS DIGEST-M-F		>	8.45 9.00	11,250	13.5	11,250	13.5	23	11.4 16.7	M-F M & F		9,000	10.8	9,000	10.8	18	10.8	M-F	

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2													
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS								
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %												
EVENING MONDAY-FRIDAY-CONT'D																									
NBC NBC NEWS DIGEST-2-M-F	1	>	9.45	12,250	14.7	12,160	14.6	23	14.6	TU&TH															
	2	9.58- 9.59PM	9.45																						
NBC TONIGHT SHOW		11.30-12.30AM	11.30	10,080	12.1	6,160	7.4	23	9.2	M-F		9,330	11.2	5,250	6.3	19	7.5	M-F							
			11.45				8.6*	24*	8.1	M-F					7.0*	19*	6.6	M-F							
			12.00						6.8	M-F							6.0	M-F							
			12.15				6.2*	22*	5.6	M-F					5.7*	20*	5.4	M-F							
NBC DAVID LETTERMAN I		12.30- 1.00AM	12.30	3,330	4.0	2,750	3.3	17	3.5	M-TH		3,420	4.1	2,920	3.5	17	3.7	M-TH							
			12.45						3.1	M-TH							3.3	M-TH							
NBC SCTV NETWORK		12.30- 2.00AM	12.30	4,750	5.7	2,580	3.1	16	3.8	FRI.		4,660	5.6	2,580	3.1	15	3.7	FRI.							
			12.45				3.6*	15*	3.4	FRI.					3.6*	14*	3.5	FRI.							
			1.00						3.3	FRI.							3.3	FRI.							
			1.15				3.1*	16*	2.9	FRI.					3.1*	15*	2.9	FRI.							
			1.30						2.6	FRI.							2.7	FRI.							
			1.45				2.5*	16*	2.4	FRI.					2.5*	16*	2.2	FRI.							
NBC DAVID LETTERMAN II		1.00- 1.30AM	1.00	2,580	3.1	2,250	2.7	18	2.8	M-TH		2,580	3.1	2,170	2.6	17	2.9	M-TH							
			1.15						2.6	M-TH							2.4	M-TH							
NBC NBC NEWS OVERNIGHT-M-F		>	1.30	2,000	2.4	1,500	1.8	16	2.0	M-F		1,670	2.0	1,330	1.6	13	1.7	M-F							
			1.45				1.9*	16*	1.8	M-TH					1.6*	13*	1.5	M-TH							
			2.00						1.8	M-F							1.5	M-F							
			2.15				1.8*	15*	1.5	M-F					1.9*	15*	1.8	M-F							

		VARIOUS TIMES	2.30 (SUS)						1.5	FRI.							2.0	FRI.	
DAY MONDAY-FRIDAY																			
ABC ABC WORLD NEWS-MORN-600A(SUS)		6.00- 6.15AM	6.00							M-F								M-F	
ABC ABC WORLD NEWS-MORN-615A(SUS)		6.15- 6.30AM	6.15							M-F								M-F	
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	1,670	2.0	1,580	1.9	16	1.9	M-F		1,830	2.2	1,670	2.0	18	2.0	M-F	
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	6,250	7.5	5,910	7.1	25	7.1	M-F		7,750	9.3	7,410	8.9	28	8.9	M-F	
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30	1,420	1.7	1,080	1.3	16	1.1	M-F		1,500	1.8	1,170	1.4	17	1.4	M-F	
			6.45						1.4	M-F							1.5	M-F	
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	5,410	6.5	5,160	6.2	29	6.2	M-F		6,000	7.2	5,660	6.8	27	6.8	M-F	
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,160	6.2	4,910	5.9	20	5.9	M-F		5,080	6.1	4,660	5.6	17	5.6	M-F	
CBS CHILDRENS MYSTERY THEATER(S)	2	4.30- 5.30PM	4.30									5,500	6.6	3,580	4.3	11	4.1	TUE.	
			4.45												4.0*	11*	4.0	TUE.	
			5.00														4.5	TUE.	
			5.15												4.6*	12*	4.8	TUE.	
NBC EARLY TODAY M-F		6.30- 6.55AM	6.30	1,170	1.4	920	1.1	10	1.0	M-F		1,330	1.6	1,000	1.2	12	1.1	M-F	
			6.45						1.4	M-F							1.5	M-F	
DAY SATURDAY																			
ABC SCHOOLHOUSE ROCK-8.25AM		8.25- 8.29AM	8.15	3,670	4.4	2,670	3.2	21	3.2			3,920	4.7	3,170	3.8	27	3.8		
ABC SCHOOLHOUSE ROCK-10.55AM		10.55-10.59AM	10.45	6,080	7.3	5,250	6.3	28	6.3			5,910	7.1	5,250	6.3	24	6.3		
ABC SCHOOLHOUSE ROCK-11.55AM		11.55-11.59AM	11.45	3,920	4.7	3,250	3.9	17	3.9			4,250	5.1	3,830	4.6	18	4.6		
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	2,920	3.5	2,420	2.9	19	2.9			2,170	2.6	1,830	2.2	16	2.2		
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	2,750	3.3	2,420	2.9	16	2.9			2,250	2.7	1,670	2.0	11	2.0		



DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY SATURDAY-CONT'D																		
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	2,420	2.9	2,000	2.4	11	2.4		3,000	3.6	2,670	3.2	14	3.2		
CBS IN THE NEWS- 9.56AM		9.56- 9.59AM	9.45	3,920	4.7	3,500	4.2	18	4.2		4,500	5.4	4,170	5.0	21	5.0		
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	4,170	5.0	3,580	4.3	19	4.3		4,830	5.8	4,500	5.4	21	5.4		
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	4,000	4.8	3,830	4.6	20	4.6		5,080	6.1	4,830	5.8	22	5.8		
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	4,660	5.6	4,330	5.2	23	5.2		6,160	7.4	5,660	6.8	26	6.8		
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	3,830	4.6	3,420	4.1	17	4.1		3,750	4.5	3,580	4.3	17	4.3		
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	3,830	4.6	3,580	4.3	18	4.3		4,500	5.4	4,080	4.9	19	4.9		
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	3,580	4.3	3,170	3.8	16	3.8		3,920	4.7	3,500	4.2	17	4.2		
NBC ASK NBC NEWS-8:28AM		8.28- 8.30AM	8.15	4,410	5.3	4,250	5.1	34	5.1		3,000	3.6	2,920	3.5	25	3.5		
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	5,330	6.4	5,160	6.2	34	6.2		3,920	4.7	3,750	4.5	24	4.5		
NBC ASK NBC NEWS-10:28AM		10.28-10.30AM	10.15	4,830	5.8	4,660	5.6	25	5.6		5,000	6.0	4,750	5.7	22	5.7		
NBC ASK NBC NEWS-10:58AM		10.58-11.00AM	10.45	5,080	6.1	5,000	6.0	26	6.0		5,410	6.5	5,160	6.2	24	6.2		
NBC ASK NBC NEWS-11:58AM		11.58-12.00NN	11.45	3,750	4.5	3,580	4.3	19	4.3		4,410	5.3	4,170	5.0	19	5.0		
NBC NBC SPORTS-30 ROCK	1	1.00- 1.18PM	-GRID 1.15	3,830	4.6	3,500	4.2	17	4.3									
	2	3.00- 3.18PM	-GRID 3.15								3,670	4.4	3,500	4.2	16		4.8	

NBC NBC MAJOR LEAGUE GAME-2

1

4.00- 6.38PM

-GRID  
6.30  
6.45

10,830 13.0

4,080 4.9 16

4.8  
.6

DAY SUNDAY

ABC USFL FOOTBALL

2

1.30- 5.02PM

-GRID  
5.00

11,500 13.8

3,750 4.5 15

4.1

CBS IN THE NEWS-7.26AM-SUN(SUS)

7.26- 7.29AM

7.15

CBS IN THE NEWS-7.56AM-SUN(SUS)

7.56- 7.59AM

7.45

NBC CELEBRATE AMERICA 8.00AM(S)

1

6.00- 6.30AM

6.00  
6.15

500 .6

500 .6 14

.6  
.6

NBC CELEBRATE AMERICA 6.30AM(S)

1

6.30- 7.00AM

6.30  
6.45

580 .7

580 .7 15

.7  
.6